

**CORRECTED Sept 29, 2:00pm**

An error in the captions for the “Enthusiasm” table on page 4 has been corrected in this version. “Very” and “not” were inadvertently reversed. All results in the text were correctly described.

Sept. 29, 2010

FOR IMMEDIATE RELEASE

**EDITOR’S NOTE:** ATTENTION POLITICAL EDITORS, Rutgers-Eagleton Poll Director David Redlawsk may be contacted at 319-400-1134, 732-932-9384, ext. 285, or [redlawsk@rutgers.edu](mailto:redlawsk@rutgers.edu). Visit <http://eagletonpoll.blogspot.com> for more questions and tables.

**RUTGERS-EAGLETON POLL: ADLER MAINTAINS LEAD IN 3RD DISTRICT**

NEW BRUNSWICK, N.J – Third Congressional District incumbent Democrat John Adler has increased his lead among registered voters to nine points over Republican challenger Jon Runyan, according to a new Rutgers-Eagleton Poll. With third party candidate Peter DeStefano included, Adler leads with 40 percent (up from 31 percent in August), followed by 31 percent for Runyan (up from 25 percent) while DeStefano polls at 6 percent (up from 4 percent). Most registered voters now make a choice, with only 12 percent saying “don’t know” and another 12 percent saying they will not vote.

Adler’s lead among registered voters is at risk, however, when voter enthusiasm is considered. Only 42 percent of Democrats rate themselves as “very enthusiastic” about voting in the upcoming election, compared to 58 percent of Republicans and 49 percent of independents.

“John Adler appears so far to be bucking the tide of anti-incumbency and anti-Democratic feeling among all registered voters,” said David Redlawsk, director of the Rutgers-Eagleton Poll and professor of political science at Rutgers. “However, there is significant risk for him in the enthusiasm gap evident between Republicans and Democrats. If more Democrats don’t vote, Adler will be in trouble.”

The telephone poll of 538 registered voters and 335 likely voters living in the 3rd District was conducted Sept. 23-26 and has a margin of error 4.2 percentage points for registered voters and 5.4 percentage points for likely voters. The survey included both landline and cell phone respondents.

**Statistical tie among likely voters**

Likely voters – defined as those who voted in the last two elections and are generally enthusiastic about voting this time – prefer Adler by two points, but this is within the poll’s

margin of error. Adler leads Runyan, 41 percent to 39 percent, with DeStefano at 6 percent among likely voters; 14 percent remain undecided.

Independents will hold the key to this election if they vote, Redlawsk said. Among all registered independents, Adler leads Runyan, 32 percent to 26 percent, with DeStefano at 11 percent. But among likely voting independents, Runyan leads, 35 percent to 30 percent, with DeStefano at 9 percent.

“Independent voters’ normally low turnout in an off-year, coupled with the lack of enthusiasm by Democrats, puts Adler in a tougher place than he would be if turnout were higher,” said Redlawsk. “He still appears to have the edge, but it is a very thin edge. Nonetheless, given the uphill battle Democrats face overall, Adler seems in a better position six weeks out than may have been expected.”

### **Likely voters more favorable towards Adler**

Likely voters feel positive about their incumbent congressman, by a 43 percent to 30 percent margin. In comparison, only 29 percent feel favorable towards Runyan, while 30 percent feel unfavorable. Another 28 percent say they have not heard enough to have an opinion on Runyan, compared to only 15 percent for Adler. Meanwhile, 6 percent view DeStefano favorably and 8 percent unfavorably. Among independent likely voters, Adler gets 39 percent favorable and 34 percent unfavorable, compared to 29 percent favorable and 24 percent unfavorable for Runyan.

### **Attitudes toward Democrats in Washington**

Forty-six percent of likely 3rd Congressional District voters think Democrats should be given more time in office, 2 points higher than those thinking it is time to elect Republicans. About three-quarters of likely voters willing to give Democrats more time say they will vote for Adler; almost the same percentage who call for a Republican say they will vote for Runyan.

### **Experience versus the outsider**

Registered voters prefer an experienced candidate to an outsider by 51 percent to 32 percent margin. In August’s Rutgers-Eagleton Poll, only 26 percent preferred an outsider, while 48 percent wanted experience. Among likely voters, 47 percent say they favor experience, while 34 percent would prefer an outsider. About six-in-10 likely voters calling for an experienced candidate prefer Adler; the same percentage favoring an outsider makes Runyan their choice.

“Voters’ preference for experience is helping Adler, even in the current anti-Washington environment,” said Redlawsk. “As an incumbent, Adler can obviously trade on his experience, while Runyan is forced to make the outsider claim that voters seem less interested in supporting.”

### **Endorsement by Obama and Christie**

Endorsements by President Barack Obama and Gov. Chris Christie appear to have limited effect on voters who have already chosen their 3rd District candidate: only 37 percent of likely Adler voters said Obama’s endorsement would make them more likely to vote for Adler, while six percent said it would make them less likely. The majority (56 percent) said an endorsement by Obama would not matter. Among Runyan voters, 62 percent said an endorsement of Adler by Obama would make them less likely to vote for Adler; just 6 percent said it made them more likely to vote for the Democratic candidate.

An endorsement by Christie would make 42 percent of Runyan voters more likely to vote for the Republican candidate; 8 percent say it would make them less likely. But most likely Runyan voters (50 percent) say such an endorsement would not matter. For Adler voters, a Christie endorsement of Runyan would make 50 percent less likely to vote for the GOP candidate, while 42 percent say it would make no difference.

### **Voters are paying more attention**

Compared to the August Rutgers-Eagleton Poll, 3rd District voters are paying more attention to the Adler-Runyan race as Election Day nears. In August, 45 percent of registered voters said they were not paying close attention, nine points higher than today. Two-thirds of voters say they are paying at least “somewhat close attention” to political news. “The more voters pay attention, the more likely they are to vote,” said Redlawsk. “Off-year turnout is normally substantially lower than presidential years, but there does seem to be a greater level of interest in this race than in the usual congressional vote.”

**Questions and Tables follow on the Next Page**

*New Jersey Congressional District 3 – September 2010  
Rutgers-Eagleton Poll*

**Rutgers-Eagleton Poll September 23-26, 2010  
Questions and Tables**

The questions covered in the release of September 29, 2010 are list below. Column percentages may not add to 100% due to rounding.

**Q. There will be an election for US Congress in November. Please rate your level of enthusiasm about voting in this election on a scale from zero to ten, where zero means you're not at all enthusiastic about voting and ten means you're extremely enthusiastic about voting this year. You can use any number from zero to ten, the higher the number the more enthusiastic you are**

Corrected 9/29 2:00pm	ALL	Party ID		
		Dem	Ind	Rep
Not Enthusiastic (0-3)	7%	7%	4%	10%
Moderately Enthusiastic (4-7)	44%	51%	47%	32%
Very Enthusiastic (8-10)	48%	42%	49%	58%
N=	538	170	190	136

**Q. Now I am going to name some people in politics. Please tell me if your general impression of each one is favorable or unfavorable, or if you have not heard enough about the person. First, [next] (Randomize order of names):**

<b>John Adler [Registered Voter]</b>	
Favorable	39%
Unfavorable	27%
Have not heard enough	20%
DK	14%
N =	537

<b>John Adler [Likely Voter]</b>	
Favorable	43%
Unfavorable	30%
Have not heard enough	15%
DK	12%
N =	335

<b>Jon Runyan [Registered Voter]</b>	
Favorable	27%
Unfavorable	28%
Have not heard enough	28%
DK	17%
N =	538

<b>Jon Runyan [Likely Voter]</b>	
Favorable	29%
Unfavorable	30%
Have not heard enough	28%
DK	14%
N =	335

<b>Peter DeStefano [Registered Voter]</b>	
Favorable	5%
Unfavorable	8%
Have not heard enough	63%
DK	24%
N =	535

<b>Peter DeStefano [Likely Voter]</b>	
Favorable	6%
Unfavorable	8%
Have not heard enough	64%
DK	21%
N =	333

<b>Nancy Pelosi [Registered Voter]</b>	
Favorable	30%
Unfavorable	50%
Have not heard enough	10%
DK	10%
N =	537

<b>Nancy Pelosi [Likely Voter]</b>	
Favorable	32%
Unfavorable	54%
Have not heard enough	6%
DK	8%
N =	335

*New Jersey Congressional District 3 – September 2010  
Rutgers-Eagleton Poll*

**John Adler [Registered Voter]**

Vote Choice	Favorable	Unfavorable	Have not heard enough	DK
Adler	69%	14%	23%	36%
Runyan	14%	60%	29%	24%
DeStefano	7%	6%	7%	4%
Not Vote	5%	12%	27%	8%
DK	5%	8%	15%	28%
N=535	208	147	105	75

**John Adler [Likely Voter]**

	Favorable	Unfavorable	Have not heard enough	DK
Adler	71%	14%	28%	21%
Runyan	15%	73%	44%	31%
DeStefano	8%	5%	8%	2%
DK	6%	8%	20%	45%
N=336	143	99	50	42

**Jon Runyan [Registered Voter]**

Vote Choice	Favorable	Unfavorable	Have not heard enough	DK
Adler	16%	69%	36%	37%
Runyan	69%	7%	23%	21%
DeStefano	4%	8%	7%	7%
Not Vote	3%	11%	22%	9%
DK	8%	5%	13%	27%
N=536	145	152	149	90

**Jon Runyan [Likely Voter]**

	Favorable	Unfavorable	Have not heard enough	DK
Adler	10%	79%	42%	23%
Runyan	80%	9%	33%	27%
DeStefano	2%	9%	8%	4%
DK	7%	3%	18%	46%
N=325	96	100	91	44

**Peter DeStefano [Registered Voter]**

Vote Choice	Favorable	Unfavorable	Have not heard enough	DK
Adler	41 %	41%	40%	40%
Runyan	28%	34%	34%	21%
DeStefano	28%	2%	6%	3%
Not Vote	0%	11%	12%	13%
DK	3%	11%	8%	22%
N=533	29	44	334	126

*New Jersey Congressional District 3 – September 2010  
Rutgers-Eagleton Poll*

**Peter DeStefano [Likely Voter]**

	Favorable	Unfavorable	Have not heard enough	DK
Adler	28%	41%	43%	38%
Runyan	39%	41%	43%	25%
DeStefano	28%	3%	6%	4%
DK	6%	14%	8%	33%
N=332	18	29	212	73

**Nancy Pelosi [Registered Voter]**

Vote Choice	Favorable	Unfavorable	Have not heard enough	DK
Adler	70%	24%	40%	33%
Runyan	7%	49%	21%	19%
DeStefano	5%	8%	4%	6%
Not Vote	9%	10%	29%	10%
DK	9%	10%	6%	33%
N = 534	162	268	52	52

**Nancy Pelosi [Likely Voter]**

	Favorable	Unfavorable	Have not heard enough	DK
Adler	76%	23%	37%	32%
Runyan	7%	60%	42%	11%
DeStefano	6%	6%	10%	11%
DK	11%	11%	10%	46%
N=334	105	182	19	28

**Q. If the election for Congress were today, would you vote for the Democrat John Adler, the Republican Jon Runyan, a third party candidate, or would you not vote?**

**[Registered Voter]**

Adler	41%
Runyan	30%
Third Party	5%
Not Vote	1%
DK	12%
N=	533

**[Likely Voter]**

Adler	44%
Runyan	38%
Third Party	5%
DK	13%
N =	334

**Q. Now, if the election was between Democrat John Adler, Republican Jon Runyan, and independent Peter DeStefano who would you vote for, or would you not vote?**

**[Registered Voter]**

Adler	40%
Runyan	31%
DeStefano	6%
Not Vote	12%
DK	12%
N=	535

**[Likely voter]**

Adler	41%
Runyan	39%
DeStefano	6%
DK	14%
N=	334

*New Jersey Congressional District 3 – September 2010  
Rutgers-Eagleton Poll*

**[Demographics for Registered Voters]**

Vote Choice	Party ID				Ideology	
	Dem	Ind	Rep	Lib	Middle	Conserv
Adler	73%	32%	12%	64%	47%	13%
Runyan	7%	26%	70%	11%	20%	67%
DeStefano	2%	11%	4%	5%	7%	4%
Not Vote	13%	9%	9%	14%	14%	5%
DK	5%	22%	4%	6%	12%	11%
N=	179	203	137	80	300	140

	Education				Age			
	HS or Less	Some Coll	Coll Grad	Grad	18-29	30-49	50-64	65+
				Work				
Adler	41%	33%	45%	52%	42%	36%	45%	39%
Runyan	27%	35%	33%	24%	26%	30%	30%	35%
DeStefano	5%	8%	4%	8%	5%	7%	4%	8%
Not Vote	17%	11%	8%	8%	19%	13%	8%	9%
DK	11%	14%	10%	8%	7%	14%	13%	8%
N=	166	186	110	71	86	171	140	134

	Employment				Race			
	Full Time	Part Time	Retired	Not Empl	White	Black	Asian	Hispanic
Adler	45%	35%	39%	30%	38%	65%	59%	41%
Runyan	33%	28%	30%	25%	35%	12%	0%	13%
DeStefano	5%	5%	10%	4%	7%	4%	0%	0%
Not Vote	7%	24%	10%	22%	10%	16%	10%	27%
DK	11%	8%	10%	19%	11%	3%	31%	19%
N=	259	63	140	72	437	39	22	24

	Income				Gender	
	under 50K	50K-<100K	100K-<150K	150K+	Male	Female
Adler	40%	42%	44%	39%	33%	47%
Runyan	28%	31%	30%	31%	38%	24%
DeStefano	3%	10%	5%	7%	7%	5%
Not Vote	16%	6%	13%	11%	14%	9%
DK	13%	10%	8%	12%	8%	14%
N=	169	151	65	53	252	283

	How often R attends religious service			
	At least once a wk	Almost every wk	Once a month	Other
Adler	45%	39%	41%	38%
Runyan	32%	39%	26%	29%
DeStefano	5%	1%	4%	8%
Not Vote	5%	12%	20%	12%
DK	13%	9%	8%	13%
N=	156	60	65	245

*New Jersey Congressional District 3 – September 2010  
Rutgers-Eagleton Poll*

**[Demographics for Likely Voters]**

Vote Choice	Party ID				Ideology	
	Dem	Ind	Rep	Lib	Middle	Conserv
Adler	83%	30%	8%	78%	49%	12%
Runyan	10%	35%	80%	13%	27%	72%
DeStefano	3%	9%	6%	6%	7%	5%
DK	4%	26%	7%	4%	17%	12%
N=	108	127	90	55	165	104

	Education				Age			
	HS or Less	Some Coll	Coll Grad	Grad Work	18-29	30-49	50-64	65+
Adler	43%	28%	48%	58%	40%	35%	46%	43%
Runyan	36%	47%	39%	26%	45%	35%	37%	44%
DeStefano	5%	8%	3%	7%	6%	9%	3%	7%
DK	16%	17%	10%	10%	9%	21%	14%	6%
N=	92	112	77	51	34	103	101	92

	Employment				Race			
	Full Time	Part Time	Retired	Not Empl	White	Black	Asian	Hispanic
Adler	43%	41%	44%	25%	39%	81%	53%	10%
Runyan	37%	44%	39%	39%	43%	14%	0%	36%
DeStefano	6%	7%	6%	3%	6%	5%	0%	0%
DK	14%	8%	10%	33%	12%	0%	47%	54%
N=	169	36	94	33	281	21	15	8

	Income				Gender	
	under 50K	50K-<100K	100K-<150K	150K+	Male	Female
Adler	39%	42%	47%	41%	35%	47%
Runyan	40%	38%	41%	34%	47%	30%
DeStefano	3%	10%	5%	8%	7%	5%
DK	18%	10%	7%	16%	11%	17%
N=	99	100	43	39	164	169

	How often R attends religious service			
	At least once a wk	Almost every wk	Once a month	Other
Adler	41%	41%		
Runyan	37%	49%	36%	37%
DeStefano	6%	1%	8%	7%
DK	16%	9%	12%	14%
N=	107	41	35	145

*New Jersey Congressional District 3 – September 2010  
Rutgers-Eagleton Poll*

**Q. Given a choice, would you vote for someone who has years of experience in elected office or for an outsider with little prior experience in government?**

**[Registered Voter]**

Experience	51%
Outsider	32%
DK	16%
N=	531

**[Likely voter]**

Experience	47%
Outsider	34%
DK	19%
N =	329

**[Registered Voter]**

Vote Choice	Experience	Outsider	DK
Adler	58%	14%	35%
Runyan	18%	48%	34%
DeStefano	5%	9%	4%
Not Vote	11%	15%	6%
DK	7%	13%	20%
N=528	270	170	88

**[Likely Voter]**

	Experience	Outsider	DK
Adler	61%	16%	37%
Runyan	23%	62%	37%
DeStefano	6%	9%	2%
DK	10%	13%	24%
N=328	154	112	62

**Q. Jon Runyan has been endorsed by Governor Chris Christie. Does this make you more likely to vote for Runyan, less likely to vote for him, or does it make no difference to you?**

**[Registered Voter]**

More Likely	19%
Less Likely	29%
No Difference	50%
DK	2%
N=	537

**[Likely Voter]**

More Likely	23%
Less Likely	28%
No Difference	46%
DK	3%
N =	335

**[Registered Voter]**

Vote Choice	More Likely	Less Likely	No Difference	DK
Adler	15%	65%	36%	25%
Runyan	71%	7%	31%	8%
DeStefano	4%	6%	7%	0%
Not Vote	1%	13%	15%	8%
DK	9%	8%	12%	58%
N=534	99	155	268	12

**[Likely Voter]**

	More Likely	Less Likely	No Difference	DK
Adler	12%	72%	38%	33%
Runyan	71%	10%	42%	11%
DeStefano	5%	8%	5%	0%
DK	12%	10%	15%	56%
N=332	76	95	152	9

*New Jersey Congressional District 3 – September 2010  
Rutgers-Eagleton Poll*

**[Registered Voter]**

	Adler	Runyan	DeStefano	Not Vote	DK
More Likely	7%	43%	12%	2%	14%
Less Likely	47%	7%	31%	33%	21%
No Difference	45%	50%	56%	64%	53%
DK	1%	1%	0%	2%	11%
N= 534	215	164	32	61	62

**[Likely Voter]**

	Adler	Runyan	DeStefano	DK
More Likely	7%	42%	20%	20%
Less Likely	50%	8%	40%	20%
No Difference	42%	50%	40%	50%
DK	2%	1%	0%	11%
N=332	137	129	20	46

**Q. John Adler has been endorsed by President Barack Obama. Does this make you more likely to vote for Adler, less likely to vote for him, or does it make no difference to you?**

**[Registered Voter]**

More Likely	24%
Less Likely	29%
No Difference	46%
DK	1%
N=	535

**[Likely Voter]**

More Likely	21%
Less Likely	33%
No Difference	44%
DK	2%
N =	333

**[Registered Voter]**

Vote Choice	More Likely	Less Likely	No Difference	DK
Adler	70%	8%	46%	12%
Runyan	6%	65%	22%	0%
DeStefano	1%	9%	6%	12%
Not Vote	11%	9%	14%	0%
DK	11%	8%	11%	75%
N=534	126	155	245	8

**[Likely Voter]**

	More Likely	Less Likely	No Difference	DK
Adler	72%	8%	53%	17%
Runyan	10%	72%	29%	0%
DeStefano	3%	9%	6%	0%
DK	16%	10%	13%	83%
N=332	71	109	146	6

*New Jersey Congressional District 3 – September 2010  
Rutgers-Eagleton Poll*

**[Registered Voter]**

	Adler	Runyan	DeStefano	Not Vote	DK
More Likely	41%	5%	6%	23%	23%
Less Likely	6%	62%	42%	23%	21%
No Difference	53%	33%	48%	55%	46%
DK	0	0%	3%	0%	10%
N= 534	215	163	33	62	61

**[Likely Voter]**

	Adler	Runyan	DeStefano	DK
More Likely	37%	6%	10%	24%
Less Likely	6%	62%	50%	24%
No Difference	56%	33%	40%	41%
DK	1%	0%	0%	11%
N=332	138	128	20	46

**Q. There have been debates between Democrat John Adler and Republican Jon Runyan. Have you heard any of these debates?**

**[Registered Voter]**

Yes	14%
No	84%
DK	2%
N=	538

**[Likely Voter]**

Yes	16%
No	81%
DK	3%
N =	335

**Q. Should the Democrats in Washington be given more time to solve the country's problems or is it time to elect Republicans to take charge in Congress?**

**[Registered Voter]**

More time	50%
Elect Republicans	38%
DK	12%
N=	538

**[Likely Voter]**

More time	46%
Elect Republicans	44%
DK	9%
N=	335

**[Registered Voter]**

	More time	Elect Republicans	DK
Adler	65%	12%	26%
Runyan	7%	67%	17%
DeStefano	4%	6%	15%
Not Vote	12%	6%	26%
DK	12%	8%	15%
N=531	265	201	65

**[Likely Voter]**

	More time	Elect Republicans	DK
Adler	72%	12%	34%
Runyan	9%	71%	31%
DeStefano	4%	8%	12%
DK	15%	10%	22%
N	151	147	32

*New Jersey Congressional District 3 – September 2010*  
*Rutgers-Eagleton Poll*

---

**Rutgers-Eagleton Poll September 23-26, 2010**  
New Jersey 3<sup>rd</sup> Congressional District Poll

The Rutgers-Eagleton Poll was conducted from September 23-26, 2010 with a scientifically selected random sample of 531 registered voters from the 3<sup>rd</sup> Congressional District of New Jersey, yielding 335 likely voters. Data are weighted to represent known parameters in the population, including gender, age, race, education, and Hispanic ethnicity. All results are reported with these weighted data. This telephone poll included 486 landline respondents acquired through random digit dialing, and 52 interviews of randomly selected cell phone households.

All surveys are subject to sampling error, which is the expected probable difference between interviewing everyone in a population versus a scientific sampling drawn from that population. The sampling error for a sample of 538 registered voters is +/-4.2 points, at a 95 percent confidence interval. For the likely voter sub sample of 335 respondents, the margin of error is +/- 5.4 points. Thus if 50 percent of New Jersey 3<sup>rd</sup> District registered voters favored a particular position, one would be 95 percent confident that the true figure would be between 45.8 and 54.2 percent (50 +/- 4.2) had all 3<sup>rd</sup> District registered voters been interviewed, rather than just a sample. Sampling error increases as the sample size decreases, so statements based on various population subgroups are subject to more error than are statements based on the total sample. Sampling error does not take into account other sources of variation inherent in public opinion studies, such as non-response, question wording or context effects.

Data were collected by Braun Research, Incorporated, of Princeton, NJ and were analyzed by staff of the Rutgers-Eagleton Poll. The AAPOR response rate 3 was 21.4%, the refusal rate 2 was 32.1% and the cooperation rate 3 was 40.0% for the landline part of this poll For the cell phone sample, the response rate 3 was 8.6%, the refusal rate 2 was 19.1% and the cooperation rate 3 was 31.2%.

<b>Weighted Sample Characteristics</b> <b>(N=538 Registered Voters)</b>			
33% Dem	48% Male	16% 18-29	81% White
41% Independent	52% Female	32% 30-49	7% Black
26% Republican		26% 50-64	4% Hispanic
		25% 65+	4% Asian
			3% Other